

- 1    What is claimed is:
- 2       1. A customized gift comprising:
- 3           a computer readable storage medium containing a control program and non-customized
- 4           information; and
- 5           a customization code generation card, said customization code generation card further
- 6           comprising a listing of viewable information selections, an alpha-numeric character associated
- 7           with each selection, a removable opaque covering over each said alpha-numeric character, and a
- 8           customization code listing, said customization code listing having a plurality of pre-printed
- 9           characters and a plurality of open spaces for receiving user designated alpha-numeric characters;
- 10          wherein said control program is operable in response to input of a user-completed
- 11          customization code to provide a customized display using information from said non-customized
- 12          information selected based on said user-completed customization code.
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- 14          2. The customized gift as defined in claim 1, wherein said user-completed customization
- 15          code further comprises said pre-printed characters and a plurality of said designated alpha-
- 16          numeric characters corresponding to a plurality of user-designated selections.
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- 18          3. The customized gift as defined in claim 2, wherein said control program is operable to
- 19          prompt a recipient of said gift for said user-completed customization code.
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- 21          4. The customized gift as defined in claim 1, wherein said storage medium is a compact
- 22          disk.
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1       5. The customized gift as defined in claim 1, wherein said non-customized information  
2 includes information relating to a plurality of different age groups, and said user-completed  
3 customization code instructs said control program to display information regarding a particular  
4 age group from said plurality of different age groups.

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6       6. The customized gift as defined in claim 1, where said non-customized information  
7 includes a plurality of different graphic schemes to present to a recipient, and said user-  
8 completed customization code instructs said control program to display a particular graphic  
9 scheme from said plurality of different graphic schemes.

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7. The customized gift of claim 1, wherein said non-customized information includes a  
plurality of different possible themes for said gift, and said user-completed customization code  
instructs said control program to display a particular one of said themes.

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8. The customized gift of claim 1, wherein said customization code generation card is  
hingedly attached to a message card, said message card defining a space for receiving a written  
message from a user to a recipient of said gift.

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9. A method for enabling a first person to produce a customized gift for a second person,  
comprising:

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providing a computer-readable storage medium having a control program and non-  
customized information stored thereon;

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1 prompting said first person to make selections from a listing of information selections;  
2 prompting said first person to complete a customization code with alpha-numeric  
3 characters associated with each said selection to generate a completed customization code;  
4 causing said control program to request said completed customization code from said  
5 second person; and  
6 using said completed customization code to select information from said non-customized  
7 information to provide a customized display to said second person.

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9 10. The method of claim 9, said step of prompting said first person to make selections  
10 further comprising the steps of prompting said first person to make selections from said listing  
11 based upon said second person by removing a covering over an alpha-numeric character adjacent  
12 any of said selections.

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14 11. The method of claim 10, said step of prompting said first person to complete a  
15 customization code further comprising the step of prompting said first person to enter into a  
16 customization code listing the uncovered alpha-numeric characters adjacent said selections.  
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18 12. The method of claim 9, wherein said non-customized information includes  
19 information relating to a plurality of different age groups, and the step of prompting said first  
20 person to make selections includes prompting said first person to select an age group from said  
21 plurality of different age groups.

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1       13. The method of claim 9, wherein said non-customized information includes a plurality  
2       of different graphic schemes to present to a recipient, and the step of prompting said first person  
3       to make selections includes prompting said first person to select a graphic scheme from said  
4       plurality of different graphic schemes.

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6       14. The customized gift of claim 9, wherein said non-customized information includes a  
7       plurality of different possible themes for said gift, and the step of prompting said first person to  
8       make selections includes prompting said first person to select a theme from said plurality of  
9       different possible themes.

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15. The customized gift of claim 9, wherein said control program is operable to present a  
customized audio and visual display to said second person based on said completed  
customization code.